

Message Text

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SUBJ: INITIAL MARKETING EFFORT IN AFRICA BY AMERICAN FIRM

REF: A. ACCRA 3493 B. DEPT A-3247

FOLLOWING IS RESPONSE TO NUMBERED QUESTIONS IN REF B:

1. IMPORT STATISTICS

		IMPORTATION	
		TOTAL FROM U.S.	
		IMPORTS & PRINCIPAL MARKET	
		(THOU. COMPETITORS SHARE	
SITC NO.	DESCRIPTION	YEAR	CEDIS) (THOU. CEDIS) PERCENT
719.210	PUMPS	1971	1,632.1 U.K. 1,141.7 69.9
	(LIQUID)	FRG	175.8 10.7
		ITALY	126.2 7.7
		U.S.	82.3 5.1
		1972	1,434.2 U.K. 944.0 65.8
		FRG	147.2 10.3
		U.S.	141.9 9.9
		ITALY	88.6 6.3
		1973	1,683.5 U.K. 911.2 54.1
		FRG	278.2 16.5
		U.S.	171.6 10.2
		CANADA	68.9 4.1
719.530	DRILLS	1971	122.4 U.K. 30.4 24.8
		CANADA	24.5 20.0

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FRG 15.4 12.6

U.S. 13.8 11.3
1972 193.5 SWEDEN 86.6 44.8
FRG 47.1 24.3
U.K. 42.6 22.0
U.S. 25.0 12.9
1973 605.3 U.K. 401.8 66.4
SWEDEN 90.0 14.9
FRANCE 59.5 9.8
U.S. 3.0 0.5
695.260 DRILL BITS 1971 5.2 JAPAN 2.8 53.8
U.K. 1.9 36.5
FRANCE 0.3 5.7
U.S. 0.2 3.8
1972 7.8 U.K. 6.5 83.3
U.S. 0.7 8.9
JAPAN 0.5 6.4
1973 6.6 U.S. 6.1 92.4
U.K. 0.3 4.5
JAPAN 0.1 1.5
719.920 VALVES 1971 731.1 U.K. 348.6 47.7
TAPS, COCKS U.S. 169.9 23.2
FRG 70.1 9.9
POLAND 23.6 3.2
1972 632.7 U.K. 351.6 55.6
U.S. 110.4 17.4
ITALY 76.0 12.0
FRG 38.6 6.1
1973 1,035.1 U.K. 399.6 38.6
U.S. 128.0 12.4
FRG 115.1 11.1
POLAND 104.3 10.1

AT CURRENT RATE OF EXCHANGE CEDIS 1 EQUAL DOLLARS 0.87.
NO LOCAL PRODUCTION OF THE ABOVE PRODUCTS.

2. POTENTIAL LOCAL USES

A. CENTRIFUGAL PUMPS - FOR MINISTRY OF AGRICULTURE
IRRIGATION PROJECTS.

B. PERCUSSION DRILL TOOLS -

1. BLAST HOLES

A. QUARRIES - GOVERNMENT INTERESTED IN INCREASING USE OF STONE
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FOR BUILDING. VOLTA REGIONAL DEVELOPMENT CORPORATION ESTAB-
LISHING TWO QUARRIES AT COST ABOUT DOLLARS 4,7 MILLION.

B. MINES - GOG AND UNDP TO SPEND APPROXIMATELY DOLLARS 0.9
MILLION TO EXPLORE FOR NEW GOLD DEPOSITS.

C. HIGHWAY CONSTRUCTION - DOLLARS 13 MILLION IDA LOAN
APPROVED NOV 1973 FOR REHABILITATION 345 MILES TRUNK ROAD.
THREE PHASES ALREADY TENDERED.

2. FOUNDATION HOLES - FOR HOUSING CONSTRUCTION.

MINISTRY OF WORKS AND HOUSING TENTATIVELY PLANS CONSTRUCTION OF SATELLITE CITIES AROUND 9 URBAN CENTERS OVER NEXT 10-15 YEARS.

C. VALVES - GHANA WATER AND SEWERAGE CORPORATION RECENTLY ANNOUNCED INVITATION TO TENDER FOR SUPPLY OF PATTERN VALVES AND FITTINGS FOR WATER MAINS EXTENSION PROJECT. FOR COMMERCE - T.O. FOLLOWS SHORTLY.

3. ASSESSMENT OF CURRENT AND FUTURE MARKET
SINCE AGRICULTURE GOG'S NO 1 PRIORITY CENTRIFUGAL PUMPS SHOULD CONTINUE TO BE STRONG ITEM. REPRESENTATIVES OF NUMBER OF U.S. FIRMS RECENTLY IN GHANA TRYING TO SELL ROCK DRILLING EQUIPMENT WHICH GEOLOGICAL SURVEY DEPARTMENT WOULD LIKE TO PURCHASE. WE FEEL VISIT BY TRW REPRESENTATIVE WARRANTED SINCE IS DEMAND FOR PRODUCTS MENTIONED ABOVE. HE SHOULD, HOWEVER, BE MADE AWARE THAT COUNTRY'S SHORTAGE OF FOREIGN EXCHANGE, AND SHARP CUT BACK IN ISSUANCE OF IMPORT LICENSES (REQUIRED FOR MOST GOODS ENTERING GHANA) IN 1975, WILL PROBABLY REDUCE SALES PROSPECTS.
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